

ROBERT SMITH

Associate Director of Marketing

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

Dynamic Business Development Professional working as Director of Marketing with experience in Marketing and Community Relations. Proven success in managing a broad range of marketing functions and leadership qualities to support go-to-market efforts, product launches, comprehensive content campaigns, and (re)branding initiatives.

CORE COMPETENCIES

Digital Marketing, Product Marketing

PROFESSIONAL EXPERIENCE

Associate Director of Marketing

Eoriginal, Inc - January 2014 – Present

Key Deliverables:

- Reporting directly to company leadership, led the development and execution of all marketing and public relations activities for the financial technology company that saw more than 3x increase in revenue over three years.
- Developed company's first marketing plan, providing support to departments across the company.
- Drove the creation of a lead-generation process that saw a 4x increase in marketing qualified lead generation and a 3x creation in opportunity pipeline, plus regular engagement of key stakeholders.
- Launched social media programs, expanding reach by more than 200 percent across platforms.
- Created field marketing unit, that expanded corporate event presence by 10x and established leaders to engage audiences, reinforce brand positioning, and drive revenue.
- Launched a webinar program to increase events by 6x and featuring internal and external thought.
- Launched a monthly e-newsletter program reaching more than 20,000 readers with tailored content.

Director Of Marketing I

Eoriginal, Inc - April 2014 – December 2014

Key Deliverables:

- Oversaw rollout and expansion of digital mortgage product, working closely with GM of mortgage to finalize go-to-market strategy, including developing messaging, and key campaign elements.
- Developed and executing pr plan around digital mortgage, including identifying key publication and schedule of milestone announcements.
- Managed analyst relationships to enhance company's visibility with key influencers in financial services.

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- Develop and implement creative recruiting strategies for active and passive candidates to ensure consistent candidate acquisition using online ads, job boards, cold calling, social media and networking sites.
- Experience with list building, pitch generation, follow-up strategies, b2b sales and marketing functions.
- Maintain a comprehensive analysis of websites metrics and other key performance indicators to initiate actionable insights for organic search and on page content optimization.
- Analyze both quantitative and qualitative data sets from paid search, email and other online marketing programs; make recommendations leading to the improvement of online efforts.

EDUCATION

- M.S. in Management - May 2011(University Of Maryland University College - Adelphi, MD)Graduate Certificate in Public Relations - December 2008(University Of Maryland University College - Adelphi, MD)B.A. in Journalism - December 1996(Buffalo State College - Buffalo, NY)Marketing - (Tech Stack Management)